iC1, iC2, iC3 and iC4

In-Ceiling Loudspeakers

OWNER'S MANUAL

Now Hear This
527 Stone Road
Benicia, CA 94510
800-NHT-9993

Thank you for your purchase of the NHT in-ceiling loudspeaker. Please take a few minutes to read through this owner's manual prior to installing your new speakers. The information provided will help you to obtain maximum performance from your audio system. If you have questions or need assistance at any time during the installation or operation of your new speakers, please call your NHT Dealer or our Toll-Free Customer Hotline at:

1-800-NHT-9993

Specifications

	iC1	iC2
System Type:	2-way in-ceiling design	2-way in-ceiling design
Driver Complement:	6.5” long-throw polypropylene cone woofer and	6.5” long-throw polypropylene cone woofer and
	1” fluid cooled soft dome tweeter coaxially mounted	1” soft dome three-tweeter array
Crossover:	2.2KHz, 18dB/octave high-pass	2.2KHz, 18dB/octave high-pass
	and 12dB/octave low-pass	and 6dB/octave low-pass
Response:	60Hz - 20KHz, +/-3dB	60Hz - 20KHz, +/-3dB
Sensitivity:	86dB (2.83V at 1M)	86dB (2.83V at 1M)
Impedance:	8 ohms nominal	8 ohms nominal
Recommended Power:	10W/ch minimum, 100W/ch maximum	10W/ch minimum, 100W/ch maximum
Inputs:	Spring clips	Professional grade spring posts
Weight:	4.6 lbs. each	5 lbs. each
Cutout Diameter:	8 13/16” Dia. (without iCB6: 8 1/2”)	8 13/16” Dia. (without iCB6: 8 1/2”)
Bezel Diameter:	9 11/16” Dia.	9 11/16” Dia.
Depth behind ceiling:	4 13/16”	4 13/16”
Finish:	Matte white (paintable)	Matte white (paintable)

	iC3	iC4
System Type:	2-way in-ceiling design	2-way in-ceiling design
Driver Complement:	6.5” long-throw aluminum cone woofer and	8” long-throw aluminum cone woofer and
	1” fluid cooled aluminum dome three-tweeter array	1” fluid cooled aluminum dome three-tweeter array
Crossover:	1.9KHz, 18dB/octave high-pass	1.6kHz, 18dB/octave high-pass
	and 12dB/octave low-pass	and 12dB/octave low-pass
Response:	50Hz - 20KHz, +/-3dB	40Hz - 20KHz, +/-3dB
Sensitivity:	85dB (2.83V at 1M)	87dB (2.83V at 1M)
Impedance:	8 ohms nominal	8 ohms nominal
Recommended Power:	10W/ch minimum, 125W/ch maximum	10W/ch minimum, 150W/ch maximum
Inputs:	Professional grade spring posts	Professional grade spring posts
Weight:	5 lbs. each	7 lbs. each
Cutout Diameter:	8 13/16” Dia. (without iCB8: 8 1/2”)	10 1/4” Dia. (without iCB8: 10”)
Bezel Diameter:	9 11/16”	11 1/4”
Depth behind ceiling:	4 13/16” Dia.	4 3/4” Dia.
Finish:	Matte white (paintable)	Matte white (paintable)

■ Design

NHT loudspeakers are designed to deliver refined, musical sound from attractive and affordable packages. Our efforts are guided by the study of human hearing and are optimized for real world use. Every NHT speaker undergoes rigorous testing and quality control at the factory to ensure you years of listening pleasure.

NHT in-ceiling loudspeakers are designed to deliver the sonics and value of NHT’s acclaimed freestanding speakers, while offering the invisibility of in-ceiling installation. The drive units are custom designed to achieve a level of performance not normally associated with in-ceiling speakers, while the intuitive mounting system makes them ideal for new or existing construction. The iC2, iC3 and iC4 employ NHT’s innovative three tweeter array for more even sound dispersion to a wider range of listening areas.

Caution: ***The NHT in-ceiling speakers should be installed by an experienced and licensed custom installation professional. Be sure that the installer possesses sufficient skill, the proper tools, knowledge of local fire and building codes, and a familiarity with the structure of the building (especially wall and/or ceiling materials, layouts, electrical and plumbing lines, etc.).***

■ Placement

NHT in-ceiling speakers are designed for installation between standard wood joists. Their moisture resistant drive units allow them to be installed in moisture prone interior environments such as bathrooms, indoor swimming pool and sauna rooms. Outdoor use is not recommended.

Spend some time considering placement prior to installing the speakers. Once they are installed, they are permanent, so their location should be selected carefully. When possible, locate the speakers at least 3 feet from adjacent side walls and at least 2 feet from front or rear walls. The speakers should be mounted on a flat surface to ensure a good seal between the baffle and the mounting surface. When possible, position the speakers so that they are equidistant from the most likely listening area. If the NHT in-ceiling speakers are going to serve as rear (surround) channels in a home theater system, make sure to install them toward the "rear" of the room (the opposite side from where the television will likely be). For best results, position the NHT in-ceiling speakers 40 to 60 degrees off-axis from the listening position. The polar plots, located on the NHT website, indicate smoother frequency response at these angles. If you wish to get an idea how they will look, try taping the supplied cutout templates to the ceiling.

Tech Tips: Pre-Wiring for New Construction

1. For best results, avoid running speaker wire near AC wire, as it may induce a 60Hz hum in the audio signal. It's a good idea to run the speaker wire after the AC wiring has already been completed, so that you can route the speaker wire at least three feet away from the AC wiring. If speaker wire and AC wiring must run parallel, install the speaker wire within a steel conduit. Note that low voltage wiring (doorbell, intercom, telephone, security, etc.) is unlikely to induce hum and can typically be run parallel to speaker wire with no detrimental effects.

2. When drilling holes through wall studs or ceiling joists, use a drill bit that is at least as wide as the speaker cable that will be routed through them. Always drill through the center of the stud or joist. If the hole must be drilled within one inch of the edge of a wall stud, add a nail plate to the drywall side to protect the wire from possible nails and screws put in the wall later. Line up the holes in the studs or joists as you go, so that pulling the wire through them will be easier.

■ **Parts List (each speaker):**

"Speaker" pack includes:

(1) Speaker assembly

(1) Metal grille

(2) Absorptive foam pad (except iC1)

(1) Paint shield - cutout template

(1) Roll of butyl rubber

iCB6 and iCB8 Mounting Bracket pack includes:

(1) Mounting bracket

(2) Metal mounting wings

(4) 5 x 50mm flathead screws

■ **Tools Needed:**

#2 Philips screwdriver

Pencil

Tape measure

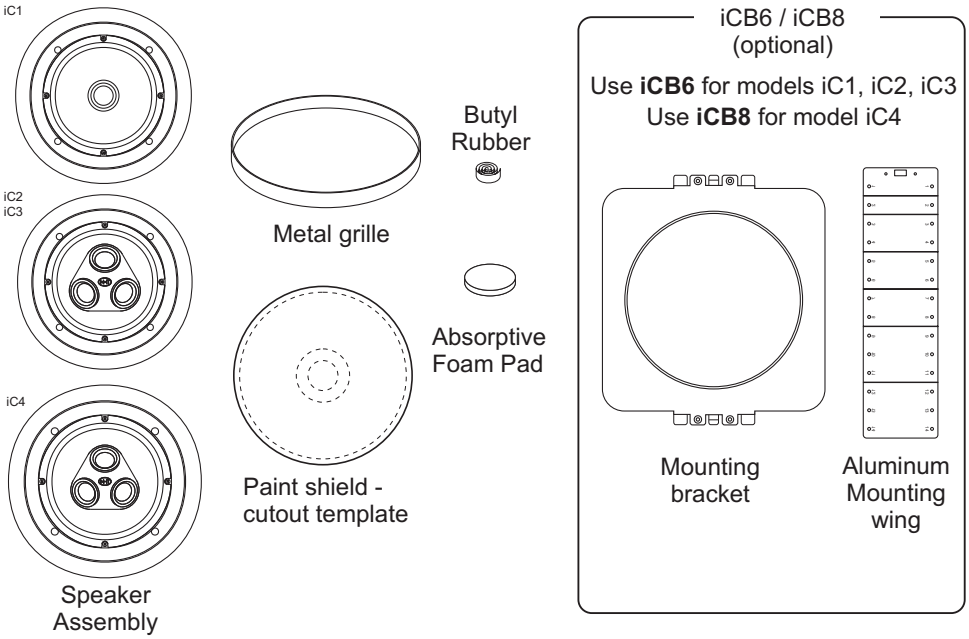
Utility knife or keyhole saw

Level

Wire strippers

Safety goggles

Protective gloves



■ Installation: New Construction (unfinished ceilings)

1. Once you've selected the desired location for the speaker, begin by installing the iCB6 or iCB8 mounting bracket between adjacent ceiling joists. First attach the mounting wings to the bracket by inserting them into the locking plastic tabs in the side of the bracket **(fig.1)**.

2. The wings feature progressively elongated sections (1", 1", 2", 2", 2", 3", 3") with screw holes spaced in one inch increments. The iCB6 and iCB8 have NHT logos on one side, this side should be oriented away from the drywall. Attach the wings to the joists with the 5 x 50mm flathead screws or staples. For maximum stability, use two screws for each wing. Bend back the extra portion of the wing at one of the pre stamped "break" lines **(fig.2)**.

3. Complete the pre wiring before the drywall goes up (*see "Tech Tips: Pre-Wiring for New Construction"*). Leave an extra few feet of speaker wire, and tie it to the the mounting bracket.

fig.1

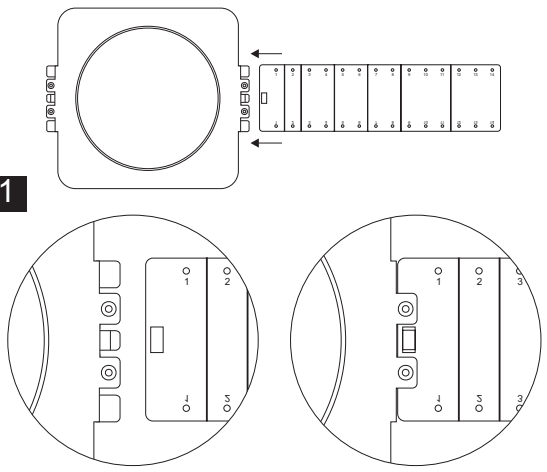
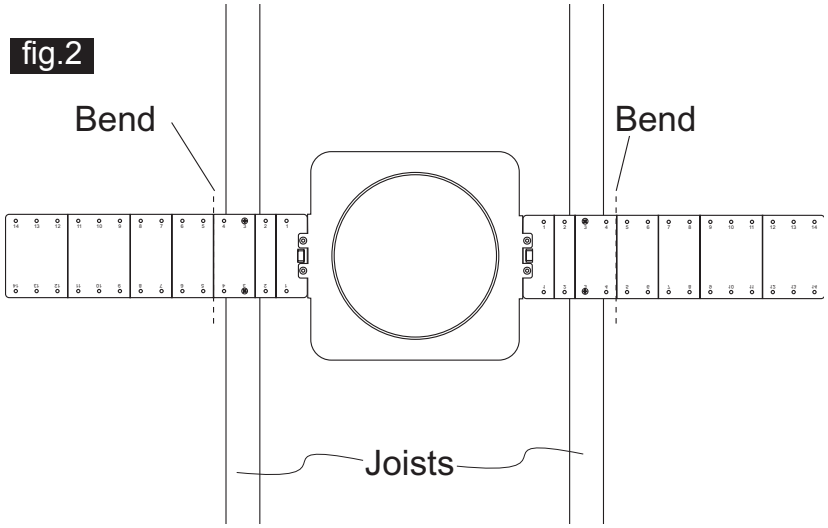


fig.2



4. During the drywall phase, cut a hole around the bracket so that the drywall surrounds the protruding lip of the mounting bracket (iCB6 = 8 13/16" Dia., iCB8 = 10 1/4" Dia.). Once installed, the lip of the speaker assembly will extend about 1/2 inch beyond the perimeter of the cutout to hide minor imperfections in the cutout **(fig.3)**.

5. After the drywall is complete, connect the speaker wire to the spring posts on the back of the speaker assembly, making sure to observe correct polarity (see *"Connections"*).

6. The speaker assembly attaches to the bracket via four plastic mounting clamps on the back of the speaker assembly that swivel to "sandwich" the drywall between the speaker assembly and the clamps **(fig.4)**. First rotate the mounting clamps inward so that the body of the speaker assembly can slide through the mounting bracket. Exercise caution not to damage the drivers.

7. Tighten the screws snugly, making sure to not over tighten, as this may compromise the fit of the speaker assembly. The use of power screwdrivers is not recommended. The gasket on the drywall side of the speaker assembly lip reduces unwanted vibrations against the drywall and will compress slightly to allow the speaker assembly lip to rest flush against the ceiling. The spring loaded mounting clamps provide tension once installed.

8. If the exposed area of the speaker assembly and grille are to be painted after it's mounted to the ceiling, install the paint shield to protect the driver from overspray (see *"Painting"*). Once painting is complete, remove the paint shield and set it aside for use in Step #9.

9. The NHT in-ceiling speakers use an absorptive foam pad (except the iC1) on the inside of the grille to shape the sound radiation **(fig.5)**. There is a circular section in the center of the paint shield that serves as a template for attaching it. Punch out the perforated circle. Place the paint shield (minus the circular section) on the inside of the metal grille, remove the backer from the adhesive dot and attach the absorptive pad onto the inside of the grille through the circular cutout.

10. A strip of butyl rubber is provided with this product. Application of butyl rubber is not required, but can be used to provide additional security when mounting the grill in place. Cut a 1/4" long piece of butyl rubber from the end of the roll provided. Peel off the paper covering and roll the rubber between your fingers until it makes a small cylinder. Make three of these cylinders and place them in the groove before installing the grill **(fig.6)**.

11. Attach the metal grille by inserting it into the grooves in the speaker assembly.

fig.3

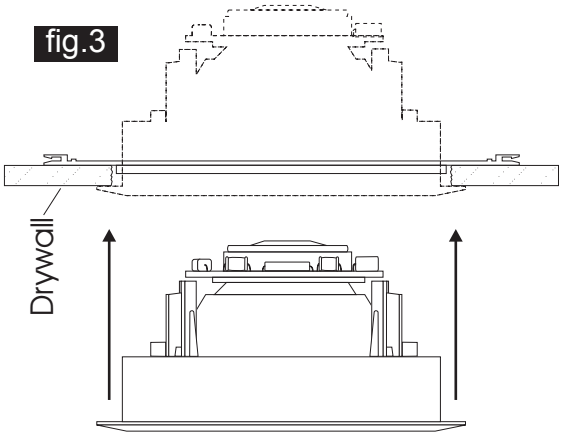


fig.4

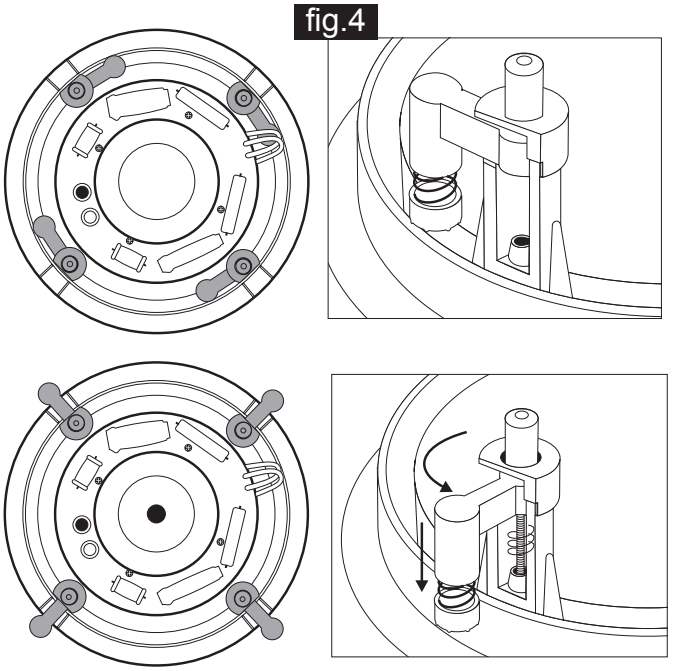
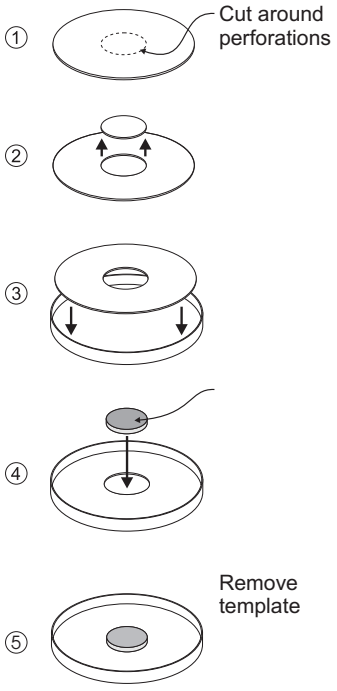


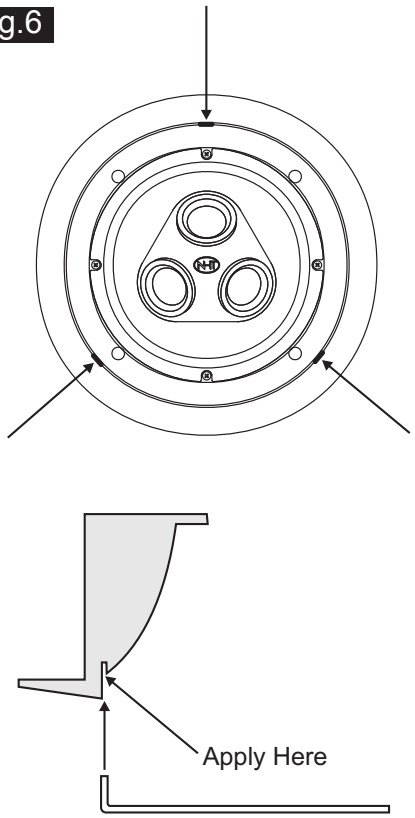
fig.5



■ Installation: Existing Construction (retrofitting finished ceilings)

Warning: Exercise caution when drilling into existing ceilings. Do not drill through electrical wires, pipes, conduits, heating or air conditioning ducts. If you feel resistance while drilling, stop immediately. Do not install the speaker into a drop ceiling or soft ceiling, as this type of construction will not support its weight.

fig.6



1. Using a studfinder or the "knocking" method, locate the joists in the ceiling area where you wish to mount the speaker. The speaker will be mounted between adjacent joists, no closer than two inches from either joist.

2. Determine that there are no obstructions above the desired cutout area. This may be accomplished by drilling a hole in the center of the cutout area and using an "L" shaped piece of metal (like a coat hanger) to "feel around" above the ceiling. If you discover an obstruction, fill the hole with patching compound and try another location.

3. If there are no obstructions found above the ceiling, use the supplied cutout template and a pencil to draw a 10" diameter outline of the area to be cut out. Begin by drilling a hole on the inside of the circle with a 1/4" bit. Then cut out the ceiling section with a utility knife or keyhole saw, following the line traced around the cutout template **(fig.7)**. If the ceiling is painted, use the keyhole saw. Once installed, the speaker assembly outer frame will extend about 1/2 inch beyond the perimeter of the cutout to hide minor imperfections in the cutout.

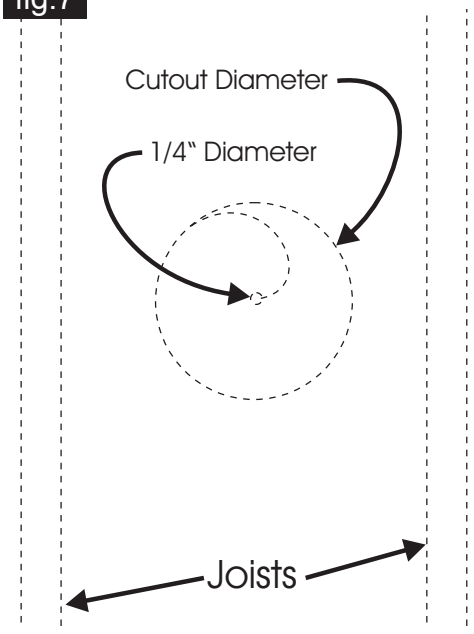
4. If the ceiling is constructed of lath and plaster, outline the penciled circle with masking tape, drill a 1/4" hole, and use a utility knife to cut through the plaster down to the lath. Use a saber saw with a metal cutting blade or a pair of tin snips to gently cut through the lath, being careful not to vibrate plaster off the ceiling.

5. To mount the NHT in-ceiling speaker into an existing ceiling, the use of a mounting bracket is optional.

6. Connect the speaker wire to the spring posts on the back of the bezel, making sure to observe correct polarity (see *"Connections"*).

7. The speaker assembly mounts to the existing ceiling via four plastic mounting clamps on the back of the speaker assembly that swivel to "sandwich" the speaker assembly in place between its protruding outer frame and the rear surface of the drywall. First rotate the mounting clamps inward so that the body of the speaker assembly can slide through the cutout in the ceiling. Exercise caution not to damage the driver **(fig 4)**.

fig.7



8. Tighten the screws snugly, making sure not to over tighten, as this may compromise the fit of the speaker assembly. The use of power screwdrivers is not recommended. The gasket on the back the speaker assembly lip reduces unwanted vibrations against the drywall and will compress slightly to allow the speaker assembly lip to rest flush against the ceiling.

9. If the bezel frame and grille are to be painted in the ceiling, install the paint shield to protect the driver from overspray (see *"Painting"*). Once painting is complete, remove the paint shield and set it aside for use in Step #10.

10 The NHT in-ceiling speakers use an absorptive foam pad (except the iC1) on the inside of the grille to shape the sound radiation **(fig.5)**. There is a circular section in the center of the paint shield that serves as a template for attaching it. Punch out the perforated circle. Place the paint shield (minus the circular section) on the inside of the metal grille, remove the backer from the adhesive dot and attach the larger absorptive pad onto the grille through the circular cutout.

11. A strip of butyl rubber is provided with this product. Application of butyl rubber is not required, but can be used to provide additional security when mounting the grill in place. Cut a 1/4" long piece of butyl rubber from the end of the roll provided. Peel off the paper covering and roll the rubber between your fingers until it makes a small cylinder. Make three of these cylinders and place them in the groove before installing the grill **(fig.6)**.

12. Attach the metal grille by inserting it into the grooves in the speaker assembly.

Tech Tips: Optimizing Sonic Performance

Bass response is smoothest when the speaker is mounted into a rigid ceiling that flexes very little. For improved performance, add cross-braces horizontally roughly one and a half feet to either side of the speaker location. Use wood glue and extra screws when attaching the drywall to the joists around the speaker. Additionally, once the speaker cutout has been made in the drywall, add a strip of wood glue where the drywall meets the joists and cross-braces.

For more controlled bass response, add insulation to the ceiling cavity around and behind the speaker to provide acoustic damping. Be sure to add the same amount of insulation to speakers in the same room to ensure consistent sound. Use R-12 or R-19 fiberglass insulation, and be sure to wear protective gloves to avoid contact with the fibers. If the insulation is paper- or foil-faced, position the paper or foil side away from the speaker. If the new or existing insulation is the “loose” type, place a thin sheet of fiberglass over the top of the speaker to keep out small debris.

■ Painting

The bezel frame and grille of the NHT in-ceiling speakers are finished in a matte white finish that may be painted to match the ceiling. Keep in mind that the grille contains hundreds of tiny holes that are essential to the sound of the speaker. Take care not to cover these holes with paint.

1. Paint the outer ring of the speaker assembly and the grille at the same time using the same paint. Use the supplied paint shield to protect the driver and inside of the speaker assembly from overspray. Fold the edge of the shield down and insert it into the groove in the speaker assembly where the grille attaches **(fig. 8)**. Be careful not to punch through the round hole in the middle.
2. When using spray paint, apply two thin coats, make sure to let the first coat dry completely before applying the second. This will avoid runs. When using a compressor and spray gun, apply the paint using its finest setting. Painting with a brush is not recommended, but when necessary be sure to thin the paint so as not to cover the holes in the grille. If the paint does cover any of the grille holes, poke them out with a paper clip.
3. Once painting is complete, remove the paint shield from the speaker assembly by **carefully** punching out the round hole in the middle, and using this hole to pull the shield free. Keep the paint shield and the round cutout, as they will serve as templates for attaching the absorptive foam pad(s) to the inside of the grille.

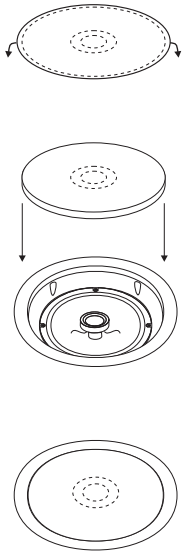


fig.8

■ Connections

Before connecting speakers to your system, it is important that you turn off the power to your amplifier / receiver to avoid damage to the equipment. Before installing the NHT in-ceiling speaker, map out the wiring paths between the speakers and the amplifier. Make sure that the speaker wire does not rest on sharp or pointed objects.

The NHT in-ceiling speakers are compatible with virtually all quality amplifiers. Proper wiring of the speakers is essential to good sound. At a minimum, 16AWG 2-conductor speaker wire is recommended for runs of 10 feet or less, with heavier special purpose speaker wire used for longer runs. ***When permanently installing wire inside walls, be sure to use wire that is rated for in-wall use and has special jacketing for fire prevention. In the U.S., the U.L. standard is CL-2, CL-3 and CM wire, and in Canada the CSA standard is FT4 wire. The wire should be run in accordance with National Electrical Code and any applicable local building codes.*** Prepare the wire by stripping 1/4” to 3/8” of insulation from the ends and twisting the exposed wire strands tightly. The spring loaded binding posts on the back of the speakers will only accept raw wire.

Be sure to connect both the left and right speakers "in-phase." That is, the Positive + (red) terminal on the amplifier output must be connected to the corresponding Positive + (red) terminal on the speaker. Likewise with the Negative - (black) terminals. All speaker wire have some sort of marking along one or both conductors to help you make the correct connections. Incorrect speaker phase is indicated by weak bass and the lack of a well-defined stereo image.

■ Operation

The NHT in-ceiling speakers are designed to handle a wide range of listening levels, but every speaker has limits. It is important to use common sense and listen for signs of possible distress from the speakers. Underpowered amplifiers are most often the cause of speaker damage. For example, a 60-watt amplifier runs out of power when called upon to produce more than 60 watts, and the resulting distortion can damage the speaker. If you tend to listen at high volume levels, more powerful amplifiers are preferable because they are less likely to run out of power.

Noticeable distortion or harsh breakup is an indication that either your amplifier or your speakers are running beyond their capacity, and the volume should be decreased. Speaker damage most often occurs from sustained high volume levels, not from transient sounds or brief musical peaks. Excessive boosting of bass, treble or equalizer controls can worsen the problem, and is not recommended.

■ Maintenance

The NHT in-ceiling speakers require minimal maintenance under normal use. The grille and speaker assembly may be cleaned using a damp cloth or a mild, non-abrasive cleaner. Do not expose the speakers to direct sunlight or high temperatures. Do not attempt to clean the actual drivers.

Limited Warranty
Valid Only in the U.S.A.

Warranty Period
For the period of 5 years for parts and 5 years for labor from date of original purchase (the warranty period) from an authorized NHT dealer, Now Hear This (NHT) warrants that if our product fails to function properly under normal use due to a manufacturing defect when installed and operated according to the owner's manual instructions enclosed with the unit, it will be repaired or replaced with a unit of comparable value at the option of NHT without charge to you for parts or actual repair work. Parts supplied under this warranty may be new or rebuilt at the option of NHT.

What's Not Covered
This warranty does not cover any product which is used in any trade or business, or in an industrial or commercial application.

This warranty does not cover the cabinet or any appearance item, or any damage caused to the product resulting from: alterations, modifications not authorized in writing by NHT, accident, misuse or abuse, damage due to lightning or power surges, or being subjected to power in excess of the speaker's published power rating.

This warranty does not cover the cost of parts which would otherwise be provided without charge under this warranty, obtained from any source other than an authorized NHT service location. This warranty does not cover defects or damage caused by the use of unauthorized parts or labor or from improper maintenance.

Altered, defaced or removed serial numbers void this warranty.

Your Rights
The liability of NHT will be limited to the purchase price of the product, and NHT will not be liable for incidental or consequential damages. NHT limits its obligations under any implied warranties under state laws to a period not exceeding the warranty period. Some states do not allow limitations on how long an implied warranty lasts, and some states do not allow the exclusion or limitation of incidental or consequential damages. The above limitations or exclusions may not apply to you. This warranty gives you specific legal rights, and you may have other rights which vary from state to state.

To Obtain Service
NHT has appointed a number of authorized service companies throughout the USA should your product ever require service. To receive warranty service, you will need to present your sales receipt showing place and date of original owner's transaction.

To find the name and address of the nearest authorized NHT service location, call or write: **Customer Service Department, NHT, 527 Stone Rd., Benicia, CA 94510, 1-800-NHT-9993 (648-9993), www.nhthifi.com**

Keep this warranty with your sales receipt. Record date and place of purchase for future reference.

CONSUMER INFORMATION CARD

THANKS FOR USING NHT

REGISTER YOUR PURCHASE NOW FOR

- **Warranty Confirmation**
  By returning this card we will have your purchase information on file in the event we need to contact you or you have questions regarding your purchase
- **Promoting Better Products**
  Our research & development team is interested in you and creating products that meet your needs.

visit our website at: www.NHTHifi.com

Please send other correspondence to:

NHT
Customer Service
527 Stone Road
Benicia, CA 94510

or call 1-800-648-9993

First-Class
Postage
Required
Post Office will
not deliver
without proper
postage.

JNH01-01

NHT

P O BOX 17468
DENVER CO 80217-0468

Please fold here.

Thank you for your purchase of NHT speakers. Completing and returning this Consumer Registration card will ensure that you receive prompt service should it ever be required. In addition, this information will help us to continue to develop products that meet the needs of our customers. Thank you for your cooperation and assistance.

CONSUMER INFORMATION CARD

IMPORTANT! *PLEASE FILL OUT AND RETURN WITHIN THE NEXT 10 DAYS.* **Register Online at: www.prodregister.com/recoton**

JNH01-01

1. 1. ☐ Mr. 2. ☐ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name | **Initial** | **Last Name**

Street | **Apt. No.**

City | **State** | **ZIP Code**

E-mail Address

2. Your date of birth: Month / Year

3. Marital status: 1. ☐ Married 2. ☐ Single

4. Date of purchase: Month / Day / Year

5. Please enter speaker model/name purchased:

6. Please enter serial number(s):

7. Name of store where purchased:

8. Did you purchase a complete sound system with these speakers? 1. ☐ Yes 2. ☐ No

9. Which of the following best describes this purchase? *(check only one)*
1. ☐ The first set of speakers ever purchased
2. ☐ Additional speakers
3. ☐ Replacement for existing NHT speakers
4. ☐ Replacement for existing speakers of a different brand

10. How will your new NHT speakers PRIMARILY be used?
1. ☐ In an audio only system
2. ☐ In a home theater only system
3. ☐ In a combination audio/home theater system

11. In which room of your home will these speakers be used?
1. ☐ Front room
2. ☐ Family room
3. ☐ Bedroom
4. ☐ Kitchen
5. ☐ Entertainment room
6. ☐ Other _____

12. How did you FIRST become aware of NHT speakers?
1. ☐ Newspaper ad
2. ☐ Magazine ad
3. ☐ Magazine review/ Article
4. ☐ Product brochure
5. ☐ Friend/Relative
6. ☐ Salesperson
7. ☐ In-store display/ Demonstration
8. ☐ Online service (AOL, Compuserve,etc.)

13. Select 3 factors that MOST influenced your decision to purchase these NHT speakers:
01. ☐ Received as a gift
02. ☐ NHT reputation
03. ☐ Product features
04. ☐ Quality of sound
05. ☐ Previous experience with NHT
06. ☐ Price/Promotion
07. ☐ Appearance
08. ☐ Warranty
09. ☐ Salesperson recommendation
10. ☐ Friend/Relative recommendation
11. ☐ Magazine article/Review
12. ☐ Demonstration/Display
13. ☐ Information through the mail
14. ☐ Advertisement

14. Who in your household made the decision to purchase these NHT speakers? *(check only one)*
1. ☐ Male adult in household
2. ☐ Female adult in household
3. ☐ Both male and female adults of household
4. ☐ Child in household
5. ☐ Person outside of household

15. What other brands did you SERIOUSLY consider before purchasing NHT speakers? *(check all that apply)*
01. ☐ Did not consider any other brands
02. ☐ Advent
03. ☐ AR
04. ☐ B&W
05. ☐ Bose
06. ☐ Boston Acoustics
07. ☐ Cerwin Vega
08. ☐ Definitive Technology
09. ☐ Energy
10. ☐ Infinity
11. ☐ JBL
12. ☐ JENSEN
13. ☐ Mirage
14. ☐ M&K
15. ☐ Paradigm
16. ☐ Polk Audio
17. ☐ PSB
18. ☐ Velodyne
19. ☐ Yamaha
20. ☐ Other _____

16. What type of music do you listen to most often? *(check only one)*
1. ☐ Jazz
2. ☐ Rock
3. ☐ Easy Listening
4. ☐ Classical
5. ☐ Country Western
6. ☐ Other

17. Which magazines do you subscribe to or read regularly?
1. ☐ Sound & Vision
2. ☐ Audio Video Interiors
3. ☐ Stereophile Guide to Home Theatre
4. ☐ Home Theater
5. ☐ Stereophile
6. ☐ Wide Screen Review
7. ☐ The Sensible Sound
8. ☐ The Absolute Sound
9. ☐ Other _____

18. Not including yourself, what is the GENDER and AGE (in years) of children and other adults living in your household?
1. ☐ No one else in household 2. ☐ Child under 1 yr.

Male	Female	Age		Male	Female	Age	
1. ☐	2. ☐		yrs.	1. ☐	2. ☐		yrs.
1. ☐	2. ☐		yrs.	1. ☐	2. ☐		yrs.

19. Occupation: *(check all that apply)*

	You	Spouse
Professional/Technical	☐	1. ☐
Upper Management/Executive	☐	2. ☐
Middle Management	☐	3. ☐
Sales/Marketing	☐	4. ☐
Clerical/Service Worker	☐	5. ☐
Tradesman/Machine Operator/Laborer	☐	6. ☐

20. Are you or your spouse:

	You	Spouse
A Homemaker?	☐	1. ☐
Retired?	☐	2. ☐
A Student?	☐	3. ☐
Self Employed/Business Owner?	☐	4. ☐
Working from a Home Office?	☐	5. ☐
In the Military?	☐	6. ☐
A Federal Employee?	☐	7. ☐

21. Which group describes your annual family income?
01. ☐ Under $15,000
02. ☐ $15,000-$19,999
03. ☐ $20,000-$29,999
04. ☐ $30,000-$39,999
05. ☐ $40,000-$49,999
06. ☐ $50,000-$59,999
07. ☐ $60,000-$74,999
08. ☐ $75,000-$99,999
09. ☐ $100,000-$124,999
10. ☐ $125,000-$149,999
11. ☐ $150,000-$174,999
12. ☐ $175,000-$199,999
13. ☐ $200,000-$249,999
14. ☐ $250,000 & over

22. Level of education: *(check highest level completed)*
1. ☐ Completed High School
2. ☐ Completed College
3. ☐ Completed Graduate School

23. Which credit cards do you use regularly?
1. ☐ American Express, Diners Club
2. ☐ MasterCard, Visa, Discover
3. ☐ Department Store, Oil Company, etc.
4. ☐ Do not use credit cards

24. For your primary residence, do you:
1. ☐ Own? 2. ☐ Rent?

25. Which of the following do you plan to do within the next 6 or 12 months?

	1-6 Months	7-12 Months
Get Married	☐	1. ☐
Have a Baby	☐	2. ☐
Buy a House	☐	3. ☐
Remodel a Home	☐	4. ☐
Move to a New Residence	☐	5. ☐
Buy a Personal Computer	☐	6. ☐
Buy/Lease a New Vehicle	☐	7. ☐
Buy/Lease a Used Vehicle	☐	8. ☐

(PLEASE CONTINUE ON BACK) ➤ ➤ ➤

26. Please check all that apply to your household.

Please seal with tape. Do not staple.

01. ☐ Shop by Catalog/Mail
02. ☐ Member of Frequent Flyer Program
03. ☐ Donate to Charitable Causes
04. ☐ Own a Compact Disc Player
05. ☐ Have a Dog
06. ☐ Have a Cat
07. ☐ Own a Cellular Phone
08. ☐ Subscribe to an Online/Internet Service
09. ☐ Own an IBM or Compatible Computer
10. ☐ Own an Apple/Macintosh Computer
11. ☐ Own a CD-ROM

27. To help us understand our customers' lifestyles, please indicate the interests and activities in which *you* or *your spouse* enjoy participating on a *regular* basis.

01. ☐ Bicycling
02. ☐ Golf
03. ☐ Physical Fitness/ Exercise
04. ☐ Running/Jogging
05. ☐ Snow Skiing
06. ☐ Tennis
07. ☐ Camping/Hiking
08. ☐ Fishing
09. ☐ Hunting/Shooting
10. ☐ Horseback Riding
11. ☐ Powerboating
12. ☐ Sailing
13. ☐ Grandchildren
14. ☐ Needlework/ Knitting/Sewing
15. ☐ Flower Gardening
16. ☐ Vegetable Gardening
17. ☐ Crafts
18. ☐ Buy Pre-recorded Videos
19. ☐ Automotive Work
20. ☐ Electronics
21. ☐ Home Workshop/ Do-It-Yourself
22. ☐ Recreation Vehicles
23. ☐ Listen to Records/ Tapes/CDs
24. ☐ Surf the Internet
25. ☐ Avid Book Reading
26. ☐ Bible/Devotional Reading
27. ☐ Health/Natural Foods
28. ☐ Photography
29. ☐ Attending Cultural/ Arts Events
30. ☐ Fashion Clothing
31. ☐ Fine Art/Antiques
32. ☐ Foreign Travel
33. ☐ Cruise Ship Vacations
34. ☐ Travel in USA
35. ☐ Gourmet Cooking/ Fine Foods
36. ☐ Wines
37. ☐ Coin/Stamp Collecting
38. ☐ Collectibles/Collections
39. ☐ Our Nation's Heritage
40. ☐ Real Estate Investments
41. ☐ Stocks/Bonds/ Mutual Funds
42. ☐ Entering Sweepstakes
43. ☐ Casino Gambling
44. ☐ Science Fiction
45. ☐ Wildlife/Environmental Issues
46. ☐ Dieting/Weight Control
47. ☐ Science/New Technology
48. ☐ Self-Improvement
49. ☐ Walking for Health
50. ☐ Watching Sports on TV
51. ☐ Home Video Recording
52. ☐ Moneymaking Opportunities

28. Using the numbers in the above list, please indicate your 3 most important activities: ☐☐ ☐☐ ☐☐

Thanks for taking the time to fill out this questionnaire. Your answers will be used for market research studies and reports. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please check here if, for some reason, you would prefer *not* to participate in this opportunity. ☐

Please check here if you do not want to receive mailings and offers using your E-mail address. ☐

Copyright © 2001 All Rights Reserved